Company Overview

Establishment
Founded in 2016

Co-founder and CEO
Olugbenga “GB” Agboola, Sloan MBA

Employee
+120

Offices
Nigeria, Kenya, Ghana, UK, US

Core technology
Flutterwave is a payment technology company focused on helping banks and businesses provide seamless and secure payment experiences for their customers in Africa and globally

Applications
- Barter is a digital payments solution that allows users to create virtual dollar debit cards.
- Rave is a service that enables merchants accept global payments from card, bank accounts and USSD [powered by mCASH.]

Customers
Uber, Facebook, Jumia, Booking

Fundraising
Raised $35M Series B in Jan 2020

Project Scope

Challenge & Project Scope
- Flutterwave’s rapid customer growth has outpaced their internal Customer Service operations, increasingly stretching them without a reliable and scalable system in place to continue expanding their capabilities without alienating their customers
- Expansion and Customer Success teams seek to evaluate, redesign and optimize their current service delivery strategy to ensure high-quality and consistent service levels

Key Objectives
1. Remote Phase: Develop a set of recommendations that will enable Flutterwave to transform the current ‘burning platform’ into a sustainable customer care operating model that is scalable and enables customer retention
2. Onsite Phase: Help Flutterwave prioritize and implement some of these recommendations

Research Methodology

Primary Interviews
Secondary Research
Product Teardowns

Insights and Recommendations

- We analyzed Flutterwave’s Customer Service operations and its opportunities for improvement across three categories: Systems & Processes, Talent & Organization, and Culture
- Recommendations were prioritized based on ease of implementation and impact on CSO
- We focused on the quick-wins during our time in Nigeria